

Edmonton Area Series Report No. 50

EDMONTON AREA STUDY

SAMPLING REPORT

1986

by

Clifford Kinzel

Population Research Laboratory
Department of Sociology
The University of Alberta
Edmonton, Alberta
T6G 2H4

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Study Directors and Principal Investigators

L.W. Kennedy
H. Krahn

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INTRODUCTION

This report describes the sampling design and data collection method of the 1986 Edmonton Area Study (EAS). A brief demographic profile of the sample and data collection statistics are also presented.

This is the first Edmonton Area Series report on the 1986 project. Subsequent papers on findings will be announced in the Population Research Laboratory's "In Summary" newsletter. The Department of Sociology, University of Alberta, conducted the 1986 Study through its research facility, the Population Research Laboratory (PRL).

THE TOPIC

For the tenth annual Edmonton Area Study the major focus was a replication of a sample of significant and fruitful questions appearing on the past nine years of EAS questionnaires (See Appendix). In addition, as in the preceding projects, faculty members and outside agencies submitted a variety of questions relevant to their research interests and the general objectives of the Study.

SAMPLING DESIGN

Population

The 1986 Edmonton Area Study population universe was designated as all persons 18 years of age and older who at the time of the survey were living in a dwelling unit that was enumerated during The City of Edmonton Civic Census in the spring of 1983.

Sampling

As in recent previous studies the 1986 Edmonton Area Study used as its sampling frame a computerized list of addresses compiled by the City of Edmonton from their most current enumeration (1983). From the computer tape, a simple random sample of 610 addresses for personal interviewing was selected. Nursing homes, military and temporary residences were deleted from the sample. Within the household, one eligible person was selected as the respondent for the one hour interview.

Interviewers were instructed to obtain an equal number of male and female respondents within their allotment of interviews. As adult males are generally more difficult to contact, the following selection procedure guidelines were set for the interviewers to assist them in obtaining their quotas.

- a. The dwelling unit must be the person's usual place of residence and he/she must be 18 years of age or older.
- b. If an adult male answers the door and is willing to be interviewed, he is the respondent.

- c. If an adult female answers the door and there is an adult male present who is willing to be interviewed, interview the male. If the male is not willing to be interviewed, and the female is willing, interview the female.
- d. If an adult female answers the door and there is no adult male present, choose her as the respondent.

The final sex breakdown of the sample, using the above procedures, was 49.5% male and 50.5% female.

In households where a completed interview was obtained 12% of the first eligible persons refused. Forty-three percent of the first eligible persons encountered were female and 57% male.

DATA COLLECTION

A total of 34 trained interviewers from the PRL interviewing pool conducted the interviewing which began in the first week of February (1986). In the week prior to the commencement of the fieldwork an introductory letter was sent to each selected address. It briefly described the nature of the study and advised the householder of his selection indicating that he should expect a visit from an interviewer in the near future.

If the interviewers were unsuccessful in establishing contact on their first visit, they were to make four callback attempts before declaring an address as "no contact." The following shows the percentage of the interviews obtained according to the number of callbacks:

Number of Callbacks	%
0	25
1	31
2	18
3	11
4	8
5	5
6+	2
	<u>100%</u>

Data collection took six weeks with 60% (1985: 57%) of the interviewing being completed during the first two weeks. The average interviewer completed 17 interviews. Twenty-nine addresses were found to be ineligible, vacant or demolished buildings. Only these addresses were replaced by another random selection. They were defects in the sampling frame rather than non-response addresses. No other replacements were made.

The final status of the questionnaires compared to the two previous EAS studies were as follows:

TABLE 1

Final Questionnaire Status for
1984, 1985 and 1986 samples.

	1984	1985	1986
Refused	15.4%	16.2%	18.6%
No contact	3.2	4.8	4.2
Language problem	0.7	1.7	1.0
Total non-response	<u>19.3%</u>	<u>22.7%</u>	<u>23.8%</u>
Completed interviews	80.7	77.3	76.2
	<u>100.0%</u>	<u>100.0%</u>	<u>100.0%</u>

Table 2 shows additional EAS data collection statistics for this year and the two previous years:

TABLE 2
Data Collection Summary For The
1984, 1985 and 1986 samples.

	1984	1985	1986
Interviews conducted on 1st visit	27%	26%	25%
Interviews started before 6 pm weekdays	37%	33%	38%
Interviews completed Monday to Friday	76%	72%	77%
Interviews obtained without appointment	55%	57%	52%
Response rate	81%	77%	76%
Median interviewing time in minutes	65	62	70
Sample size	452	421	442

Tuesday had the highest number of completions while Sunday and Friday had the fewest completions. The completed interviews were selectively and randomly verified through a series of checks which included re-contacting respondents by telephone. No significant discrepancies or irregularities were found.

THE DATA

The raw data file exists in card image format and is stored on magnetic tape. The data were tabulated and cleaned in accordance with generally accepted survey research practices using SPSSx (Statistical Package For The Social Sciences) and programs developed by the PRL.

The rectangular data set contains 405 variables for each case. There are a total of 442 cases with 10 cards per case. A SPSSx systems file with labels has been created to analyze the data.

The data became available for analysis 30th June, 1986, but access has been restricted for six months to agencies and persons involved in the planning, questionnaire design and execution of the survey. After December 31st, the data will be deposited with the University of Alberta Data Library for public access. The questionnaire and codebook documentation will be available in machine readable form from the Population Research Laboratory.

DEMOGRAPHIC PROFILE

The median age of the respondents was 34 years. Twenty-seven percent of the respondents were single while 53% were married or living in a common-law relationship. The remaining 20% percent were either divorced, separated or widowed.

With respect to religious preference, 48% were Protestant; 29% were Roman Catholic, Ukrainian Catholic, or Greek Orthodox; 4% were Other; 19% claimed no religious preference.

Ninety-three percent of the respondents were able and willing to provide their gross household income. The median household income was in the \$28,000-29,999 range, while the median individual income was in the \$18,000-19,999 range.

Fifty-one percent of the sample lived in a single detached family home, 28% in multiple family apartments, 13% in row housing, 6% in semi-detached and duplex housing, and 1% in other types.

The sample distribution for size of household as compared to the 1984 and 1985 Studies is shown in Table 3.

TABLE 3

Household Size Distributions for the
1984, 1985 and 1986 samples.

Household Size	EAS 1984	EAS 1985	EAS 1986
	%	%	%
1 person	21.5	18.8	24.0
2 persons	32.3	31.8	31.2
3 persons	21.5	17.6	16.3
4 persons	15.4	19.4	18.8
5 persons	6.0	8.3	6.3
6 persons	3.1	2.4	1.8
7+ persons	0.2	1.7	1.6
Total	100.0	100.0	100.0

*Index of Dissimilarity: EAS 1986 with EAS 1984, 7.6
Index of Dissimilarity: EAS 1986 with EAS 1985, 5.3

*The index represents the proportion of households that would have to move to a different category to make the distributions identical. The index can vary from 0 to 100. Any index less than 10 indicates that the distributions are similar.

Source: Duncan, O.D., and Duncan, B.
"Residential Distribution and Occupational Stratification."
American Journal of Sociology, 60(5):493, March 1955.

Because of the many replicated questions on the Edmonton Area Studies over the years, it is possible for interested researchers to do cross-study analysis. The PRL has available a program which will retrieve any variable from a particular year and organize a raw data set to suit the needs of the user.¹

Those persons and organizations outside the Department of Sociology who are interested in submitting questions for the 1987 project on a time-sharing basis should contact the Director of the PRL before the end of October (1986).

EAS TIMETABLE

4th week of October	- deadline for question submission
2nd week of December	- pretest questionnaire finalized
1st week of January	- pretest
3rd week of January	- questionnaire finalized
1st week of February	- interviewer training
February and March	- data collection
April and May	- coding, keypunching, data cleaning
June 30th	- data ready for analysis

¹Contact Dr. N. Lalu, of the PRL, for further details.

APPENDIX
1986 EAS QUESTION AREAS

1. Demographic Characteristics of Population
2. Social Issues
 - a. community views
 - b. neighbourhood interaction
 - c. responsibility & roles
3. Migration
 - a. previous residence
 - b. reasons for moving
 - c. employment status
4. Employment
 - a. view of present job & workplace
 - b. work safety
 - c. personal autonomy
5. Quality of Life
6. Crime
 - a. prevalence view
 - b. victimization
 - c. neighbourhood safety
 - d. Young Offenders Act
7. Police
 - a. community role
 - b. view of activities
 - c. satisfaction with
8. Health
 - a. eating pattern
 - b. attitudes
 - c. exercise activities
 - d. major life changes
9. Television
 - a. viewing hours
 - b. program preferences
 - c. Educational TV

10. Other Issues

- a. City of Edmonton
 - i. views
 - ii. municipal spending
- b. death penalty
- c. Sunday shopping
- d. West Edmonton Mall
- e. guaranteed income
- f. clove cigarettes

11. Social Distance

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